



City of West Allis

Meeting Minutes

Christmas Parade Subcommittee

Jon Matte, Communications Director; David Danielson, Communications Senior Video Producer; Ald. Kevin Haass, Megan Stikl, Sergeant, Gale Jender, Economic Development Administrative Support Specialist, Shelly Strasser, Recreation and Community Services Director and Citizens Diane Eineichner, Don Falk, Jessica Yanny & Pam Zorko

Wednesday, September 22, 2021

12:00 PM

City Hall, Art Gallery
7525 W. Greenfield Ave.

REGULAR MEETING

A. CALL TO ORDER

The meeting was called to order at 12:02 p.m.

B. ROLL CALL

Present 7 - Jon Matte, Don Falk, Ald. Kevin Haass, Pam Zorko, Gale Jender, David Danielson, and Megan Stikl
Excused 3 - Diane Eineichner, Shelly Strasser, and Jessica Yanny

C. MATTERS FOR DISCUSSION/ACTION

1. [21-0412](#) Parade Route/Parking

Sergeant Stikl will be handling the duties previously filled by Lt. Cato.

2. [21-0413](#) Bands

Ms. Strasser (provided the following information via email) advised that currently our district will be holding band lessons, band concerts, etc., with players using specialized instrument masks. This could change as the year progresses. At this time she does not have a status on any other schools/adult bands. (She mentioned promotional material nor registration is ready to go - however Mr. Matte stated the website is up to date, online registration is open and he's emailed past participants and people are starting to sign up (12 to date) - we'll have to make sure and confirm what she's referring to on these topics) Her administrative team will be assisting with the lineup, as in years past. The committee approved a \$10,000 band budget at their last meeting.

3. [21-0414](#) Brochures/Sponsorship Mailings

In the past, we mailed a brochure for sponsorship recruitment (ineffective), and a postcard to participants. Instead, we have been using our email lists, our e-newsletter to residents, our e-newsletter to businesses and we will use social media. The city has 8 events between now and Sept. 26. Mr. Matte will be strategic and post about the parade when the audience will see it and it not get buried beneath all these current events. Notifications will be emailed to all businesses and to previous participants.

4. [21-0415](#) Floats

Mr. Klemme has been confirmed. Float themes are Christmas movies.

5. [21-0416](#) State Fair Contract & Insurance

Ms. Jender is working with State Fair on the contract and will contact our insurance company.

6. [21-0417](#)

Photography

Ms. Jender is contacting, Guy Holling, the Cinema and Photography teacher at Nathan Hale to confirm their participation in this year's parade.

7. [21-0418](#)

Yard Signs/Banners

Last year the committee agreed not to have an annual theme and just call the parade "West Allis Christmas Parade". This allows us to re-use yard signs and banners yearly. Currently no additional signs/banners need to be ordered. Yard signs should be displayed beginning November 13th.

8. [21-0419](#)

Generators

Mr. Falk will confirm, but he believes we have enough generators for the event. Demand will be based on whether there is music on each of the floats.

9. [21-0420](#)

COVID Cancellation Determination/Policy

There is an approved policy from our Kail Decker, City Attorney. "If the parade is canceled due to any government order that prohibits this event from occurring, no compensation will be made to any group by the City of West Allis for their original contract agreement." This has already been added to the online registration form.

10. [21-0422](#)

Volunteers

1. Cleanup
2. Banner Holders
3. Characters
4. Additional Needs

There is a greater need for help, with all of the above items, as we will no longer have all of the volunteers from Epikos Church. Ms. Jender will send an email to both of the high schools to inquire on any student organizations that could be of assistance.

11. [21-0423](#)

Parade Animals

JoDon Farms has gone out of business; therefore there will not be any camels in this year's parade. Hoofbeats will be able to provide two horse-drawn units. Ms. Eineichner is getting confirmation on whether or not one of these is the Grand Marshall unit.

12. [21-0421](#)

Next Meeting Date

The next meeting date will be held on October 13, 2021.

D. MISCELLANEOUS

Ms. Zorko has put in a request with RE/Max Realty, and is waiting on confirmation.

Ms. Jender to provide contact information for Big Sky Balloons & Searchlights and the Dailey Debutantes to Mr. Falk

Discussion ensued regarding improvements to the video taping of the parade. Suggestions were made that the line-up of participants need to be firm and have a pace person with a sign advising participants when they are within camera range. Having an additional monitor and/or walkie talkies was also discussed.

Ms. Zorko presented a check from WaterStone Bank in the amount of \$2,500.

E. ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned at 1:30 p.m.



All meetings of the {bdName} are public meetings. In order for the general public to make comments at the committee meetings, the individual(s) must be scheduled (as an appearance) with the chair of the committee or the appropriate staff contact; otherwise, the meeting of the committee is a working session for the committee itself, and discussion by those in attendance is limited to committee members, the mayor, other alderpersons, staff and others that may be a party to the matter being discussed.

NON-DISCRIMINATION STATEMENT

The City of West Allis does not discriminate against individuals on the basis of race, color, religion, age, marital or veterans' status, sex, national origin, disability or any other legally protected status in the admission or access to, or treatment or employment in, its services, programs or activities.

AMERICANS WITH DISABILITIES ACT NOTICE

Upon reasonable notice the City will furnish appropriate auxiliary aids and services when necessary to afford individuals with disabilities an equal opportunity to participate in and to enjoy the benefits of a service, program or activity provided by the City.

LIMITED ENGLISH PROFICIENCY STATEMENT

It is the policy of the City of West Allis to provide language access services to populations of persons with Limited English Proficiency (LEP) who are eligible to be served or likely to be directly affected by our programs. Such services will be focused on providing meaningful access to our programs, services and/or benefits.